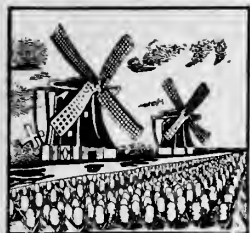


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



AMERICAN BULB COMPANY

Importers and Growers of

SEEDS - BULBS - PLANTS

31 W. 27th Street Telephone BOgardus 4-7257-7258 New York, N. Y.

1335 W. RANDOLPH STREET, CHICAGO, ILL.



1932

Wholesale Prices

1932

DUTCH BULBS

REMEMBER THESE POINTS WHEN YOU BUY TULIPS, HYACINTHS, Etc.

- I. Not all Tulips are of uniform quality and size. There are "firsts", "seconds", and "thirds". We only ship one kind of Tulips, namely, **FIRST SIZE, SUITABLE FOR FORCING**, or any other purposes. Our Hyacinths, equally of superior quality, and up to size represented, are grown for us by the most reliable Holland concerns.
- II. All our bulbs are shipped F. O. B. our warehouse, New York or Chicago. **THERE ARE ABSOLUTELY NO EXTRA CHARGES.** We pay for import duties, ocean freight, packing and cases.
- III. Because of poor business conditions in Europe, prices for Tulips, and especially Hyacinths, are at their lowest. It is advisable to place your orders immediately, as present conditions indicate that there is no surplus of Dutch Bulbs. Prices cannot drop lower, but might rise before the season is over.

HYACINTHS

FOR FORCING OR BEDDING

| | 100 | 1000 |
|-------------------------------------|--------|---------|
| Exhibition 19 ctm. up | \$7.00 | \$65.00 |
| FIRST SIZE 18/19 ctm. | 6.00 | 55.00 |
| SECOND SIZE 17/18 ctm. | 5.00 | 42.50 |
| THIRD SIZE 16/17 ctm. | 4.00 | 35.00 |
| BEDDING SIZE 15/16 ctm. | 3.50 | 28.00 |
| LARGE MINIATURES 13/15 ctm. | 3.00 | 25.00 |

La Victoire, Brilliant Red
Gertrude, Dark Pink
Gigantea, Blush Pink
Grand Maitre, Deep Blue
King of Blues, Rich Blue
La Grandesse, Snow White
L'Innocence, Pure White
Marconi, Bright Pink

King of Yellow, Deep Yellow
Lady Derby, Light Rose Pink
Bismarck, Light Blue
Queen of Blues, Porcelain Blue
Queen of Pinks, Lovely Pink
Roi Des Belges, Bright Scarlet
Yellow Hammer, Golden Yellow
Perle Brilliant, Light Blue

NOTE: All Bulbs offered in this list may be bought in lots of 250 of a variety per thousand rate.

DUTCH MINIATURE HYACINTHS

Splendid for Pans or Cutting

Large Bulbs; 13-15 ctm.

Gertrude, Dark Pink
Gigantea, Blush Pink
Grand Maitre, Deep Blue
King of the Blues, Rich Blue
La Grandesse, Snow White
Queens of the Blues, Porcelain Blue
L'Innocence, Pure White

PRICE FOR ABOVE:

Per 100, \$3.00;
per 1000, \$25.00



Dutch Hyacinth Gertrude, From Second Size

DUTCH HYACINTHS FOR BEDDING

We offer unusual large bulbs for this purpose, which will give satisfaction.

Large Bulbs; 15-16 ctm.

Single Blue,
King of the Blues
Single Pink, Gertrude
Single Red, La Victoire
Single White, L'Innocence
Single Yellow,
King of the Yellows

PRICE FOR ABOVE:

Per 100, \$3.50;
per 1000, \$28.00



Address Orders
from this List to

31 WEST 27th STREET, NEW YORK, N.Y.

TULIPS

MERCHANDISING TULIP BULBS TO YOUR HOME TRADE

DARWIN TULIPS are this year, as will be noted, very reasonable in price and florists can, we believe, realize a handsome profit in the merchandising of bulbs to customers for their home gardens. We have numerous clients who find this a most profitable adjunct to their business. A circular mailed now to your list of flower buyers describing the beauty and pleasure of a bed or border of Darwin Tulips next Spring will undoubtedly bring results that will not only prove profitable as well as a wonderful stimulant for your business at large when same come into flower.

Darwins are the all-purpose Tulips, splendid for forcing, desirable for cutting, and essential for giving a touch of beauty to your Spring surroundings.



Types of Darwin Tulips

You may have the benefit of our low prices per thousand bulbs, by ordering 250 of a variety. We cannot fill orders for less than 25 bulbs of a variety.

DARWIN TULIPS

The Tulips of today and the Tulips of tomorrow. "Darwins" flower later than the other Tulips, and are at their best during the latter part of May. Quite a few varieties are excellent forcers and are just ideal to grow for Easter.

| | Per 100 | Per 1000 |
|--|------------|-------------|
| Afterglow, Deep Salmon Orange | \$3.50 | \$24.00 |
| Baronne de la Tonnaye, Bright Pink | 2.50 | 18.00 |
| Bartigon, Crimson, fine for early forcing | 2.50 | 19.00 |
| Bleu Amiable, Violet-Purple | 3.50 | 24.00 |
| Centenaire, Lilac Pink with Blue Center, large | 2.50 | 19.00 |
| Clara Butt, Delicate Salmon Pink; good forcer | 2.50 | 18.00 |
| Dream, Delicate Lilac | 3.25 | 22.50 |
| Europe, Brilliant Red; very showy | 2.50 | 19.00 |
| Farncombe Sanders, Rich Scarlet; good forcer | 2.50 | 19.00 |
| Faust, Black Violet | 3.50 | 25.50 |
| Gretchen, Delicate Pink; splendid forcer | 2.50 | 18.00 |
| King Harold, Brown Red, large flower | 2.50 | 19.00 |
| Le Notre, Soft Pink; early forcer | 2.50 | 19.00 |
| La Tulip Noire, Almond Black, large flower | 3.00 | 21.00 |
| Mme. Krelage, Bright Pink; fine forcer | 2.50 | 19.00 |
| Massachusetts, Vivid Pink, large flower | 2.50 | 19.00 |
| Mrs. Potter Palmer, Violet-Purple | 3.50 | 25.50 |
| Painted Lady, White, flushed lilac | 2.50 | 19.00 |
| Philippe des Communes, Velvety Dark Red | 3.00 | 21.00 |
| Pride of Harlem, Brilliant Crimson, Blue base | 2.50 | 18.00 |
| Princess Elizabeth, Bright Pink; splendid forcer | 2.50 | 19.00 |
| Professor Rauwenhoff, Deep Cherry Rose; forcer | 2.50 | 19.00 |
| Psyche, Rich Delicate Pink; fine for forcing | 3.00 | 21.00 |
| Rev. Ewbank, Soft Heliotrope Lilac | 2.50 | 19.00 |
| Sierrad von Flora, Bright Red, Blue base | 2.50 | 19.00 |
| Sultan, The, Glossy Maroon Black | 2.50 | 18.00 |
| Suzon, Rosy White and good for forcing | 3.50 | 25.50 |
| Valentine, Clear Blue Violet | 3.50 | 25.50 |
| White Queen (La Candeur) | 3.00 | 21.00 |
| Wm. Copeland, Lilac Rose; early forcer | 2.50 | 20.00 |
| Wm. Pitt, Brilliant Carmine; fine forcer | 3.00 | 21.00 |
| Zulu, Rich Violet Black; egg-shaped flower | 3.50 | 24.00 |
| Superfine Mixed, all colors | 2.25 | 18.00 |

SINGLE EARLY TULIPS

| | Per 100 | Per 1000 |
|--|------------|-------------|
| Artus, Bright Scarlet; good bedder | \$2.50 | \$19.00 |
| Belle Alliance, Bright Scarlet; forcer and bedder | 3.25 | 22.50 |
| Chrysolora, Golden Yellow; large flower | 3.50 | 24.00 |
| Cottage Maid, Bright Pink and Yellow | 3.00 | 21.00 |
| Couleur Cardinal, Bright Scarlet; long stem | 3.25 | 22.50 |
| Cramoisie Brilliant, Bright Carmine; fine forcer | 2.50 | 18.00 |
| Cullinan, Soft Rose; very early | 3.25 | 22.50 |
| Flamingo, Deep Pink and White; fine forcer | 2.50 | 19.00 |
| Fred Moore, Orange or Terra-Cotta Red | 3.00 | 21.00 |
| Gold Finch, Pure Yellow, sweet scented | 4.00 | 28.00 |
| Ibis, Deep Pink; fine forcer | 3.00 | 21.00 |
| Keizerkroon, Red with Yellow Edge; fine forcer | 3.50 | 25.50 |
| La Reine, White, slightly shaded Pink | 2.50 | 19.00 |
| Mon Tresor, Golden Yellow; best yellow for early forcing | 3.50 | 25.50 |
| Prince of Austria, Orange Vermillion; good forcer | 3.00 | 21.00 |
| Prosperity, Very Fine Pink; splendid forcer | 2.50 | 19.00 |
| Rose Gris de lin, Beautiful Pink | 2.50 | 19.00 |
| Rosa La Reine, Deep Pink; splendid forcer | 3.00 | 21.00 |
| Rose Luisante, Dark Pink; fine for forcing | 3.25 | 22.50 |
| Thos. Moore, Orange or Terra-Cotta | 3.00 | 21.00 |
| Vermillion Brilliant, Beautiful Brilliant Red | 3.00 | 21.00 |
| White Hawk (Albion), Pure White | 3.50 | 24.00 |
| Yellow Prince, Golden Yellow; fine for forcing | 3.50 | 25.50 |
| Single Early Superfine Mixed | 2.50 | 19.00 |

PARROT TULIPS

The flowers of this type have peculiar shading and markings and are curiously curled and crested.

Admiral de Constantinople, Red
Café Brown, Brown
Cramoisie Brilliant, Deep Crimson
Lutea Major, Yellow
Markgraf of Baden, Orange
Perfecta, Yellow

| | Per 100 | Per 1000 |
|---------------------------------|------------|-------------|
| Price of Parrot Tulips as above | \$4.00 | \$28.00 |
| Extra fine mixed Parrot Tulips | 3.50 | 26.00 |

NOTICE.—We do not warrant in any way, expressed or implied, the contents or the description, quality, productiveness or any other matter of any seeds, bulbs or plants sold by us, and we will not in any way be responsible for the crop. If the purchaser does not accept these goods on above terms, no sale is made thereof and goods must be returned within 3 days.

AMERICAN BULB COMPANY.

Bulbs

ABC

SUPREME QUALITY

for Florists

DON'T FORGET: You can now afford less than ever to buy bulbs of questionable quality. The initial cost of your bulb bill is not the chief factor in buying, it is the results that count.

RELY ON OUR REPUTATION. BUY "A. B. C. SUPREME QUALITY" BULBS.

TULIPS, DOUBLE EARLY VARIETIES

| | Per 100 | Per 1000 |
|--|------------|-------------|
| Couronne d'or, Orange Yellow; long stem; fine forcer | \$3.75 | \$27.00 |
| Electra, splendid Deep Carmine | 3.75 | 27.00 |
| Gloria Solis, Red, bordered Golden Yellow | 4.00 | 29.00 |
| Imperator Rubrorum, Scarlet full double flower | 3.50 | 25.50 |
| La Matador, Dazzling Red | 4.00 | 28.00 |
| Murillo, finest Pink; forces easily | 3.00 | 21.00 |
| Mme. v. de Hoef, beautiful Golden Yellow | 3.25 | 22.50 |
| Peach Blossom, Dark Pink | 3.50 | 24.00 |
| Rubra Maxima, Dark Red | 3.25 | 22.50 |
| Salvator Rosa, Dark Pink; fine for early forcing | 3.25 | 22.50 |
| Titian, Red and Yellow | 3.75 | 27.00 |
| Tournesol, Red and Yellow, forces easily | 3.75 | 27.00 |
| Tea Rose, Saffran Yellow, splendid for pans | 3.25 | 22.50 |
| Vuurbaak, dazzling Scarlet; best Scarlet for forcing | 3.75 | 27.00 |
| Double Early Superfine Mixed | 2.50 | 21.00 |

COTTAGE OR LATE TULIPS

Fine for outdoor planting. Give a splendid supply of cut flowers in May.

| | Per 100 | Per 1000 |
|--|------------|-------------|
| Bouton d'or (Ida) Deep Golden Yellow | \$3.25 | \$22.50 |
| Fairy Queen, Heliotrope with Yellow | 2.50 | 19.00 |
| Gesneriana Lueta, Pure Yellow | 3.00 | 21.00 |
| Gesneriana Spathulata, Bright Scarlet, Blue Center | 3.25 | 22.50 |
| Grenadier, Light Orange | 3.50 | 24.00 |
| Inglescombe Pink, Salmon Pink | 2.50 | 19.00 |
| Inglescombe Scarlet, Brilliant Scarlet | 3.25 | 22.50 |
| Inglescombe Yellow, Soft Clear Yellow | 2.50 | 18.00 |
| Isabella, Deep Pink, can be forced | 3.25 | 22.50 |
| John Ruskin, Rich Apricot Orange and Flush Pink and Gold | 3.25 | 22.50 |
| Maiden's Blush (Picotee), Large White margined Pink | 3.25 | 22.50 |
| Moonlight, Soft Yellow | 3.25 | 22.50 |
| Mrs. Moon, Pure Yellow; beautiful flower | 3.50 | 24.00 |
| The Fawn, Dove or Fawn color | 3.00 | 21.00 |
| Sirene, The "Lily Flowered" Tulip; Cerise Pink, White base | 3.50 | 24.00 |
| Late Superfine Mixed, all colors | 3.00 | 21.00 |

MISCELLANEOUS BULBS

| | Per 100 | Per 1000 |
|---|------------|-------------|
| Snowdrops Single (Galanthus) | \$2.00 | \$15.00 |
| Snowdrops Dougle (Galanthus Fl. Pl.) | 2.50 | 20.00 |
| Grape Hyacinths (Muscari), Blue | 1.50 | 12.00 |
| Scilla Siberica, Blue | 1.50 | 12.00 |
| Chionodoxa Luciliae (Glory of the Snow), Blue, White center | 1.50 | 15.00 |

250 OF A VARIETY WILL BE CHARGED AT THE THOUSAND RATE



Double Early Tulip Forced in 8-inch Pan

BREEDER TULIPS

| | Per 100 | Per 1000 |
|--|------------|-------------|
| Bronze Queen, Bronze and Yellow | \$3.00 | \$21.00 |
| Cardinal Manning, Rosy Violet, Salmon tint | 3.00 | 21.00 |
| Don Pedro, Brown | 3.50 | 24.00 |
| Jaune d'Oeuff, Lilac, Yellow edged | 3.25 | 22.50 |
| Louis XIV, Dark Purple Flushed Bronze | 3.25 | 22.50 |
| Medea, Violet Pink, with Yellow edge | 3.50 | 24.00 |
| Panorama (Reddish Mahogany) | 3.25 | 22.50 |
| Golden Bronze, Old Gold Flushed Heliotrope | 3.50 | 24.00 |
| Yellow Perfection | 3.50 | 24.00 |
| Mixed, all colors | 3.00 | 21.00 |

CROCUS

| | Per 100 | Per 1000 |
|------------------------------------|------------|-------------|
| Baron v. Brunow, Dark Blue | \$2.00 | \$15.00 |
| Cloth of Gold, Yellow | 2.00 | 15.00 |
| Julia Culp, Dark Blue; extra large | 2.00 | 15.00 |
| Mont Blanc, Pure White | 2.00 | 15.00 |
| King of Blues, Purple | 2.00 | 15.00 |
| Queen Victoria, Pure White | 2.00 | 15.00 |
| Sir Walter Scott, White Striped | 2.00 | 15.00 |
| Yellow Giant | 2.50 | 18.00 |
| Mixed, all colors | 1.50 | 10.00 |

DUTCH IRIS FOR FORCING

| | Per 100 | Per 1000 |
|-----------------------------------|------------|-------------|
| Wedgewood, Light Blue, very early | \$8.00 | \$65.00 |
| The First, Blue | 8.00 | 65.00 |
| Imperator, Bright Blue | 3.50 | 30.00 |
| Poggenbeeck, Deep Blue | 4.50 | 40.00 |
| Yellow Queen, Pure Deep Yellow | 5.00 | 40.00 |

All our bulbs are shipped F. O. B. our warehouse, New York, or Chicago. THERE ARE ABSOLUTELY NO EXTRA CHARGES. We pay for import duties, ocean freight, packing and cases.

Still Time To Plant

FREESIA "GOLDEN DAFFODIL"

THE MOST PROFITABLE FREESIA FOR FLORISTS



Part of Field of Two Million Bulbs of Golden Daffodil Freesias in Bloom April 9 at Oceanside, Cal.

Freesia Golden Daffodil was introduced by the American Bulb Company four years ago, and has proved to be the best commercial Freesia during that time. Since prices are much lower, there is no reason why any other colored Freesia should be grown. In fact Golden Daffodil has to a large extent replaced Purity.

All our bulbs of Freesia Golden Daffodil are outdoor grown, produced in Southern California. These are greatly superior to greenhouse grown bulbs which have been forced, and vitality exhausted. Be sure you buy "OUTDOOR" grown bulbs, and get the best results.

Freesias may be grown successfully in boxes, raised benches, or pots. To those unfamiliar with their culture, we will gladly send instructions on request.

FREESIA GOLDEN DAFFODIL

| | Per 100 | Per 1000 |
|--------------|------------|-------------|
| 1/2—5/8 inch | \$2.25 | \$20.00 |
| 5/8—3/4 inch | 2.75 | 25.00 |
| 3/4—7/8 inch | 3.50 | 30.00 |
| 7/8—1 inch | 4.00 | 35.00 |

FREESIA PURITY SUPERFLORA

| | Per 100 | Per 1000 |
|--------------|------------|-------------|
| 1/2—5/8 inch | \$1.25 | \$ 8.00 |
| 5/8—3/4 inch | 1.75 | 12.00 |
| 3/4—7/8 inch | 2.50 | 15.00 |
| 7/8—1 inch | 3.00 | 20.00 |

FREESIA WISTERIA—5/8—3/4 inch \$3.00 \$25.00

CALLA AETHIOPICA—White

A Money Maker for the Florist

| | Per 100 | Per 1000 |
|------------------|------------|-------------|
| 1 1/4—1 1/2 inch | \$ 7.00 | \$ 60.00 |
| 1 1/2—1 3/4 inch | 12.00 | 100.00 |
| 1 3/4—2 inch | 14.00 | 130.00 |

CALLA GODFREY

| | Per 100 | Per 1000 |
|------------------|------------|-------------|
| 1 1/4—1 1/2 inch | \$12.50 | \$110.00 |
| 1 1/2—1 3/4 inch | 15.00 | 140.00 |
| 1 3/4—2 inch | 20.00 | 190.00 |

CALLA ELLIOTIANA

Yellow Flowered

| | Per 100 | Per 1000 |
|--------------|------------|-------------|
| 1 3/4—2 inch | \$13.00 | \$115.00 |
| 2—2 1/2 inch | 18.00 | 160.00 |
| 2 1/2—3 inch | 24.00 | 220.00 |

LILY OF THE VALLEY

(From Cold Storage)

A. B. C. "SUPREME" QUALITY

| | |
|-----------|---------|
| 250 Pips | \$ 9.00 |
| 500 Pips | 15.00 |
| 1000 Pips | 25.00 |

SPIRÆAS

For Easter and Mothers' Day Blooming
(NOVEMBER-DECEMBER DELIVERY)

Extra fine 2-year-old clumps

| | Per 100 | Per 1000 |
|-----------------------------|------------|-------------|
| Princess Mary | \$25.00 | \$225.00 |
| Gladstone, White | 25.00 | 225.00 |
| Queen Alexandra, Clear Pink | 25.00 | 225.00 |
| America, Lilac Rose | 25.00 | 225.00 |
| Peachblossom, Pink | 25.00 | 225.00 |
| Gloria, Pink Extra | 25.00 | 225.00 |
| Rhineland | 35.00 | 300.00 |
| Deutschland | 35.00 | 300.00 |



Callas Are Indispensable to
Almost Every Florist

250 BULBS OF A VARIETY
PER 1,000 RATE



Spiræa Gladstone

LILIUM CANDIDUM

(MADONNA LILY)

Imported French Stock

| | Per 100 | Per 1000 |
|------------|------------|-------------|
| 20-22 ctm. | \$ 7.00 | \$ 55.00 |
| 22-24 ctm. | 8.00 | 75.00 |
| 24-26 ctm. | 12.00 | 100.00 |
| 26-28 ctm. | 15.00 | 125.00 |
| 28-30 ctm. | 17.50 | 145.00 |
| 30-32 ctm. | 20.00 | 160.00 |

LILIUM REGALE

Oregon Grown—Single Crown

| | Per 100 | Per 1000 |
|----------------|------------|-------------|
| 6— 7 inch | \$ 8.00 | \$ 60.00 |
| 7— 8 inch | 12.00 | 90.00 |
| 8— 9 inch | 19.00 | 165.00 |
| 9—10 inch | 30.00 | 275.00 |
| 10—11 inch | 40.00 | |
| 11—12 inch | 55.00 | |
| 12 inch and up | 65.00 | |

250 Bulbs at 1000 rate

LILIUM GIGANTEUM

"A. B. C." Mountain Grown

Lilium Giganteum remains as the standard variety to grow for Easter under heat control, as well as for blooming almost during the entire year.

Sizes 6-8 in., 7-9 in., 8-10 in., 9-10 in.
Write for Prices.

LILIUM "ERABU"

"A. B. C." True Stock

Introduced by "A. B. C." in 1919.
Sizes 6-8 in., 7-9 in., 8-10 in., 9-10 in.,
10-12 in., 11-13 in. Write for Prices.

HARDY LILIES

New Crop

Auratum—Album—Rubrum—Magnificum.
Write for Prices.

Address Orders
from this List to

31 WEST 27th STREET, NEW YORK, N. Y.

NARCISSUS

TEXAS-GROWN NARCISSUS BULBS LEAD THEM ALL FOR EARLY BLOOMING

110 acres in the leading commercial varieties: King Alfred, Sir Watkin, Henry Ford (Improved Emperor), Laurens Koster, Horace and Grand Soleil d'Or—and 10 million Paper Whites. Our Paper Whites are equally good as the French-grown (flowers above the foliage). You can plant early or late and obtain the same good results. Our season has been exceptionally fine. Our prices are very much reduced. Paper Whites and Soleil d'Or are very profitable.

We call your particular attention to our Paper Whites grown in Texas. They are equal to the French (flowers above the foliage, no grass). As Mr. Bernard stated, who was here from France (having more than forty years' experience in the growing and handling of French Narcissi), in order to grow good Paper Whites you must have one season's growth. Our climate in northeastern Texas is adapted for the culture of Paper Whites. We have cool autumns, slight snow in the wintertime, as in southern France, and we have a long spring of good growing weather, which gives us that one season's growth. Since growing Paper Whites in Texas we have delivered up to ten million without one complaint.

Every case is marked "Texas-grown," so there is no chance of substituting; a government certificate is on every case showing you where they were produced.

PAPER WHITES

| | Per 100 | Per 1000 |
|---------------------------------------|---------|----------|
| 12 ctm. (not recommended for forcing) | \$2.00 | \$12.00 |
| 13 to 14 ctm., fine for forcing | 2.50 | 16.00 |
| 14 to 15 ctm., fine for forcing | 3.00 | 20.00 |
| 15 to 16 ctm., fine for forcing | 3.50 | 25.00 |
| 16 to 17 ctm., fine for forcing | 4.00 | 30.00 |

GRAND SOLEIL D'OR

The true French type; the large-flowering clusters.

| | Per 100 | Per 1000 |
|---------------|---------|----------|
| 14 to 15 ctm. | \$5.00 | \$45.00 |
| 15 to 16 ctm. | 6.00 | 55.00 |
| 17 to 18 ctm. | 7.00 | 65.00 |

... FOR JANUARY BLOOMING

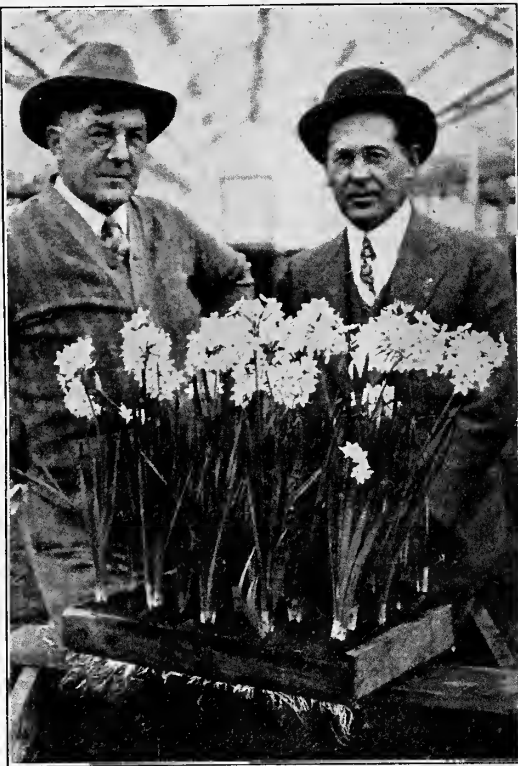
Plant A. B. C. Texas-grown Narcissi

| | Round Bulbs | | Double-nose | |
|-----------------------|-------------|----------|-------------|----------|
| | Per 100 | Per 1000 | Per 100 | Per 1000 |
| Sir Watkin | \$ 6.00 | \$50.00 | \$ 7.00 | \$ 60.00 |
| King Alfred | 9.00 | 80.00 | 11.00 | 100.00 |
| Laurens Koster | 4.00 | 35.00 | 5.00 | 45.00 |
| Pres. Coolidge | 6.00 | 50.00 | 7.00 | 60.00 |
| Horace | 5.00 | 40.00 | 6.00 | 50.00 |
| Campernelle Rugulosus | | | 4.00 | 35.00 |
| Cervantes | 4.00 | 30.00 | 5.00 | 40.00 |

WESTERN-GROWN FOR LATE BLOOMING

For late forcing Narcissi we are associated with the largest and best growers in Washington and Oregon, and can supply you large bulbs of the following varieties:

| | Round Bulbs | | Double-nose | |
|---------------------|-------------|----------|-------------|----------|
| | Per 100 | Per 1000 | Per 100 | Per 1000 |
| Emperor | \$ 6.00 | \$45.00 | \$ 7.00 | \$55.00 |
| King Alfred | 7.50 | 65.00 | 8.50 | 80.00 |
| Sir Watkin | 6.00 | 50.00 | 7.00 | 60.00 |
| Victoria | 6.00 | 50.00 | 7.00 | 60.00 |
| Spring Glory | 6.50 | 55.00 | 7.00 | 65.00 |
| Glory of Sassenheim | 7.00 | 55.00 | 8.00 | 70.00 |
| Minister Talma | 7.00 | 60.00 | 8.00 | 75.00 |
| Von Sion | 5.50 | 45.00 | 7.00 | 60.00 |
| Golden Spur | 5.00 | 40.00 | 6.00 | 50.00 |



Henry Wehrman and Guy French inspect flat of Paper Whites, forced from Texas-grown bulbs.

Reprinted from THE FLORISTS' REVIEW,
December 24, 1931

The result of an unusual achievement in growing was seen last week at the Greenhouses of W. A. Rowe Floral Co., Kirkwood, Mo., where King Alfred Narcissi were already in bloom. The photograph reproduced on this page was taken December 15th and the flowers were on that day on sale in wholesale houses in St. Louis and Chicago.

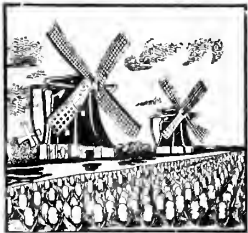
This stock was grown from Texas bulbs shipped to the grower in September from the Chicago warehouses of the American Bulb Co., and this is said to be the earliest known date that King Alfred Narcissi have been brought into flower. It is pointed out that the record contrasts with the record of foreign-grown bulbs, which used to come into flower in February. At the Rowe establishment the growers expected to cut from the entire planting 25,000 bulbs by Christmas time.

The lady in the picture is Miss La Verne Rowe, daughter of the proprietor.



King Alfred Narcissi in bloom in greenhouse of W. A. Rowe, Kirkwood, Mo., Dec. 15, 1931

Read the excerpt from Florists' Review, appearing on right side, top of photo



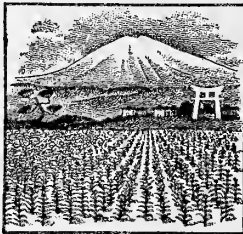
AMERICAN BULB COMPANY

Importers and Growers of

SEEDS - BULBS - PLANTS

31 W. 27th Street Telephone BOgardus 4-7257-7258 New York, N. Y.

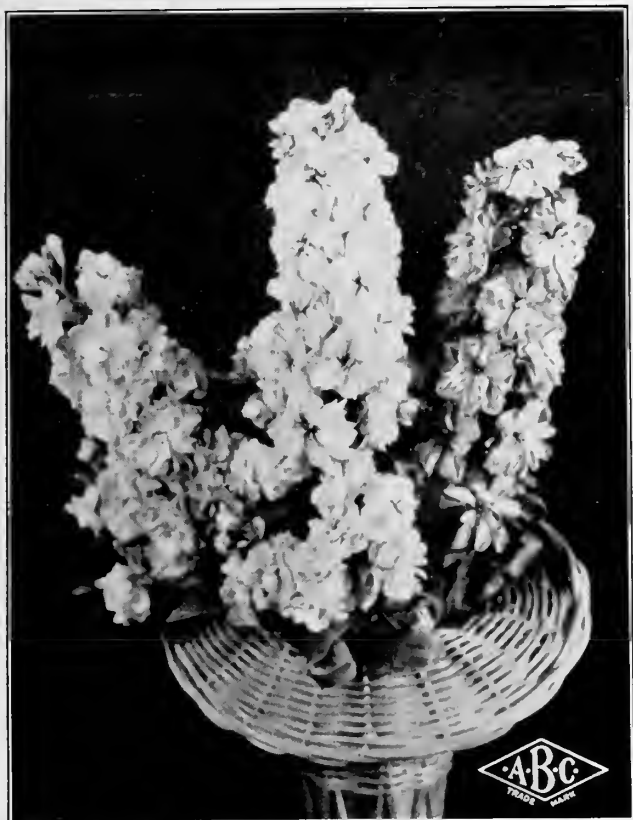
1335 W. RANDOLPH STREET, CHICAGO, ILL.



WHOLESALE PRICE LIST OF SEASONABLE
FLOWER **ABC** SEEDS
SUPREME QUALITY

The greenhouse seed offered, is grown for us by the foremost specialists of America, Germany, France, and England. Experienced California growers supply us with Sweet Peas, Calendulas, Zinnias, etc. We watch the wholesale markets in New York, Chicago, Boston and the West and always try to keep well posted on the florists' "Best Sellers." The novelties herein listed are offered with the same confidence which prompted us to introduce such worthy varieties as Snapdragon "Jennie Schneider," "Roman Gold," Improved Sunburst," Calendula "Sensation," etc. Fischer's Cyclamen, of which we have exclusive control, is recognized as being the finest strain in the world and has only recently been awarded first prize in Germany.

YOUR ORDER IS SAFE WITH US FOR CHOICE FLOWER SEEDS.



DOUBLE STOCKS

A. B. C. SPECIAL FLORISTS' STRAINS
Stocks Are One of Our Principal Specialties

Our percentage of doubles equals the best European, pot-grown strains. Our grower received five "Awards of Merit" and two "Highly Commended" at the "Trial of Stocks" conducted by The Royal Horticultural Society of Great Britain, at Wisley, England.

IMPROVED BISMARCK (Early Giant Imperial)

- | | |
|--------------------------------|----------------------------------|
| *Rose. Fine standard color | *Golden Ball. Clear ivory-yellow |
| *Flesh. Delicate shade of pink | *White. Early clear white |
| *Lavender. Fine standard color | *Apple Blossom. Light pink |
| *Chamois. Choice market color | *Lilac. Lilac-lavender |

| | | | |
|---|---------|---------|--------|
| | 1/4 Oz. | 1/4 Oz. | 1 Oz. |
| Separate colors above..... | \$0.50 | \$1.00 | \$3.00 |
| Mixed, all colors..... | .35 | .60 | 2.25 |
| Royal Purple (Elks' Pride). Rich deep purple..... | .75 | 1.25 | 4.00 |
| Antique Copper. A fine copper-red..... | .75 | 1.25 | 4.00 |
| Golden Rose. Light rose..... | .75 | 1.25 | 4.00 |

BEAUTY OF NICE STOCKS

Particularly desirable because of their long stems and branching habit.

- | | |
|----------------------------------|------------------------------------|
| *Mont Blanc. Extra early white | *Cote d'Azure. Lavender-blue |
| *Almond Blossom. Tinged rose | *Summer Night. Early purple |
| *Monte Carlo. Rich canary-yellow | *Carmine Rose (Abundance) |
| *Aurora. Golden buff, fine | *Blood Red |
| *Belle de Naples. Rich old rose | *Sou. de Monaco. Crimson, late |
| *Salmon King. Strong salmon rose | *American Beauty. Deep rose |
| *Beauty of Nice. Flesh-pink | *Queen Alexandra. Rosy lilac, fine |

| | | | |
|------------------------------|---------|---------|--------|
| | 1/4 Oz. | 1/4 Oz. | 1 Oz. |
| Separate colors above..... | \$0.40 | \$0.75 | \$2.50 |
| Mixed, all above colors..... | .35 | .60 | 2.00 |

EXCELSIOR COLUMN STOCK

These produce one enormous spike with large flowers, 1 to 2 1/2 feet high and can be planted close together in the bench. White, Light Blue, Silvery Lilac, Crimson, Purple, Rose.

Trial Pkt.....\$1.00

TRUE FERD. FISCHER'S GIANT FLOWERED
CYCLAMEN SEED—Originator's Strain

| | | | | |
|---|--------|--------|---------|---------|
| | 100 | 1000 | 2500 | 5000 |
| Glowing Dark Red. Christmas red..... | \$1.00 | \$8.25 | \$20.00 | \$37.50 |
| Glowing Bright Red. Cherry red..... | 1.00 | 8.25 | 20.00 | 37.50 |
| Rose of Marienthal. Bright rose..... | 1.00 | 8.25 | 20.00 | 37.50 |
| Pure White..... | 1.00 | 8.25 | 20.00 | 37.50 |
| White with Carmine Eye..... | 1.00 | 8.25 | 20.00 | 37.50 |
| Glory of Wandsbek. Salmon red..... | 1.25 | 9.00 | 21.00 | 40.00 |
| Improved Rose of Zehlendorf..... | 1.25 | 9.00 | 21.00 | 40.00 |
| Improved Perle of Zehlendorf. Dark salmon..... | 1.25 | 9.00 | 21.00 | 40.00 |
| Bonfire. Brilliant salmon..... | 1.35 | 10.50 | 25.00 | 47.50 |
| America. Golden salmon..... | 1.35 | 10.50 | 25.00 | 47.50 |
| New Ruffled. Dark salmon..... | 1.35 | 10.50 | 25.00 | 47.50 |
| New Ruffled. Rosy salmon..... | 1.35 | 10.50 | 25.00 | 47.50 |
| Liebesfeuer. Ruby salmon..... | 1.50 | 12.00 | 27.50 | 52.50 |
| Perle. Salmon, white edge..... | 1.35 | 10.50 | 25.00 | 47.50 |
| Lilac..... | 1.00 | 8.25 | 20.00 | 37.50 |
| Mixed..... | 1.00 | 8.25 | 20.00 | 37.50 |
| Roccoco. Red, rose or lilac, or white with eye..... | 1.00 | 8.25 | 20.00 | 37.50 |

CALENDULA
FORCING VARIETIES

| | | | |
|----------------------|----------|---------|--------|
| | Tr. pkt. | 1/4 oz. | Oz. |
| Sensation | | | |
| Improved..... | \$0.50 | \$0.85 | \$2.50 |
| Radio. Orange..... | .50 | .75 | 2.00 |
| *Ball's Orange..... | .50 | 1.00 | 3.00 |
| *Ball's Gold..... | .50 | 1.00 | 3.00 |
| *Ball's Supreme..... | .50 | 1.00 | 3.00 |

* (Originator's)

CALCEOLARIA

Our strain of these is produced by one of the foremost specialists.

| | |
|---|----------|
| | Tr. pkt. |
| Lawrence's Hybrids. An exceptionally fine strain..... | \$1.50 |
| Hybrida grandiflora. Tall mixed..... | 1.00 |
| Compact. Dwarf mixed..... | 1.00 |
| Rugosa. Mixed..... | 1.00 |

CINERARA HYBRIDA
GRANDIFLORA

A. B. C. "PRIZE"—"THE WORLD'S BEST STRAIN"

| | |
|--|-----------------|
| | Tr. pkt. |
| A. B. C. Prize. Medium tall, mixed. 1-32 oz..... | \$3.50...\$1.00 |
| A. B. C. Prize. Dwarf mixed. 1-32 oz..... | \$3.50...1.00 |
| A. B. C. Prize. Salmon pink shades; medium tall..... | 1.00 |
| A. B. C. Prize. Blue shades or crimson..... | 1.00 |
| Stellata hybrida..... | .50 |
| Multiflora nana, Mixed. Potsdam strain. 1-32 oz..... | \$3.00. 1.00 |

A. B. C. "DE LUXE"
PANSY MIXTURE

We obtain a limited quantity of seed of this mixture each year from an American private estate gardener, and if you are looking for "the unusual in Pansies" and your trade will pay the price for product, here it is:

| | |
|----------|-----------------------------------|
| Tr. pkt. | 1.00; 1/4 oz. \$2.50, oz. \$15.00 |
|----------|-----------------------------------|

PANSY ROGGLI

"Improved Swiss Giants." The flowers are flat, of excellent substance, of immense size, and the mixture shows outstanding and very attractive colors, mostly large blotched. We especially recommend this strain, both the mixture and separate colors.

ROGGLI

| | | | |
|---|----------------|--------|--------|
| | Tr. 3 tr. pkt. | pkts. | Oz. |
| "Improved Swiss Giants Mixed" | \$0.50 | \$1.25 | \$7.00 |
| "Lake of Thun." A solid blue Pansy with dark blue blotches..... | .75 | 2.00 | 8.00 |
| "Cardinal Shades"..... | .75 | 2.00 | 8.00 |
| "Golden Yellow"..... | .75 | 2.00 | 8.00 |

PANSIES

A. B. C. "Private Stock, Fancy Exhibition Mixture" A. B. C. "Private Stock" is a really outstanding "all-purpose" mixture and has given the utmost satisfaction both for cut-flowers and plant sales.

| |
|---|
| Tr. pkt. 50c., 1/4 oz. \$1.25, 1/4 oz. \$2.00, oz. \$7.00 |
| ORDINARY MIXTURE |
| Tr. pkt. 25c., 1/4 oz. 50c, oz. \$1.50 |

SNAPDRAGON

For Greenhouse Forcing

TRUE-TO-NAME SEED OF
HIGH GERMINATION

| | | | |
|--|----------|--------|---------|
| | Tr. pkt. | 3 for | 6 pkts. |
| Jennie Schneider. Columbia rose..... | \$1.00 | \$2.50 | \$4.50 |
| Rose Queen. Witterstaetter..... | 1.50 | 4.00 | 7.50 |
| Cheviot Maid. Clear pink..... | 1.00 | 2.50 | 5.00 |
| Philadelphia Pink. Pure pink..... | 1.00 | 2.50 | 4.50 |
| Afterglow. Bronze..... | 1.50 | 4.00 | 7.50 |
| Ceylon Court Yellow..... | 1.00 | 2.50 | 4.50 |
| Penn-Orange..... | 1.00 | 2.50 | 4.50 |
| White Rock. Pure white..... | 1.00 | 2.50 | 4.50 |
| Geneva Pink..... | 1.00 | 2.50 | 4.50 |
| Indian Summer..... | 1.00 | 2.50 | 4.75 |
| Roman Gold..... | 1.00 | 2.50 | 5.00 |
| Sunburst..... | 1.00 | 2.50 | 4.50 |
| Judd's Light Pink..... | 1.00 | 2.50 | 4.50 |
| Judd's Dark Pink..... | 1.00 | 2.50 | 4.50 |
| Cheviot Maid Supreme (Volz)..... | 1.50 | 4.00 | 8.00 |
| Sun-Tan. Rosy tan throughout, tinge of yellow on lip..... | 1.50 | 4.00 | 8.00 |
| Happiness..... | 1.50 | 4.00 | 8.00 |
| Winter Helen (New Ramsburg)..... | 1.50 | 4.00 | 8.00 |
| Sunshine. Yellow, early blomer..... | 1.50 | 4.00 | 7.50 |
| Winter King. Rose pink..... | 2.00 | 5.00 | 9.50 |
| New Cincinnati (Witterstaetter)..... | 2.00 | 5.00 | 9.50 |
| Terry's Surprise. Very fine, attractive pink and bronze, like Afterglow..... | 2.00 | 5.00 | 9.00 |
| Lucky Strike. New white..... | 2.00 | 5.00 | 9.00 |
| Claudepsy. New white..... | 1.50 | 4.00 | ... |
| RAMSBURG (Originator's) VARIETIES | | | |
| Laura, Orlando, Helen, Emily, Rose Maid, Golden Maid, Yellow Maid..... | 1.00 | 2.50 | ... |

SWEET PEAS

EARLY WINTER VARIETIES
True to name; hand-picked seeds

| | | |
|---|--------|---------|
| | Oz. | Lb. |
| Early American Beauty (New). Long-stemmed, rich crimson rose on a white ground..... | \$2.00 | \$22.00 |
| Miss Annie Laurie (New). Richest tone of rose-pink..... | 1.50 | 20.00 |
| Ball Rose. Deep rose..... | .40 | 5.00 |
| Ball Rose Queen. Light rose..... | .40 | 5.00 |
| Ball Orange. Best orange..... | .60 | 6.50 |
| Burpee's Orange. Light shade..... | .40 | 5.00 |
| Ball's Blue. Choice blue..... | .40 | 5.00 |
| Blue Bird. Standard blue..... | .40 | 5.00 |
| Burpee's Lavender. Wisteria lavender..... | .40 | 5.00 |
| Chevalier. Rose with lemon sheen..... | .40 | 5.00 |
| Early Bright Light. Orange scarlet..... | .60 | 6.00 |
| Early Fandango. Bright rose..... | .70 | 7.00 |
| Early Greeting. Clear lavender..... | 1.00 | 10.00 |
| Early Fascination. Salmon rose..... | 1.00 | 10.00 |
| Early Satin Rose. Rose, amber and salmon..... | 1.00 | 10.00 |
| Eldorado. Tangerine orange..... | .40 | 5.50 |
| Flamingo. Orange salmon..... | .40 | 4.90 |
| Giant Rose. Clear rose..... | .40 | 5.00 |
| Glitters. Cerise..... | .40 | 5.00 |
| Grenadier. Poppy scarlet..... | .40 | 5.00 |
| Hope. Best white..... | .75 | 8.00 |
| Harmony. Best lavender..... | .40 | 5.00 |
| Jeanne Mamitsch. Rose pink; fine..... | .40 | 5.00 |
| Lavender King. Lavender..... | .40 | 4.75 |
| Mrs. Hoover. Long-stemmed blue..... | .40 | 5.00 |
| Mrs. Kerr. True salmon..... | .50 | 5.50 |
| Morse's Superior Pink. Pink suffused salmon..... | .40 | 5.00 |
| Snowstorm. Improved white..... | .40 | 5.00 |
| Sun Ray. Cerise..... | .40 | 5.00 |
| White Harmony. Standard white..... | .70 | 7.00 |
| Yarrowa. Rose pink, large flower..... | .40 | 5.00 |
| Zvolanek's Rose. Rose pink..... | .40 | 5.00 |
| Choice Mixed. From named varieties..... | .40 | 5.00 |

Address Orders from this List to 31 WEST 27th STREET, NEW YORK, N. Y.

